ABC-Warner Amex to go joint venturing

Western Cable

RTNDA: getting more serious about journalism

Broadcasting Dec 8

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The Week in Brief

TOP OF THE WEEK

ABC IN CABLE ☐ Plans announced for new programing network in association with Warner Amex. **PAGE 27.**

WAIT UNTIL 1985 ☐ U.S., Mexican and Canadian broadcast associations agree that more time is needed to study 9 khz. **PAGE 29.**

SOBER SUBJECTS AT RTNDA ☐ In address to Florida convention, CBS's Rather expresses his hope for hour news, laments lack of TV people with print backgrounds. **PAGE 30.** NBC's Frank says that despite new technological tools TV journalists have not made most of medium. **PAGE 30.** RTNDA should have full-time president, contends Beckmann, outgoing head of association. **PAGE 31.** Networks' Small, Benjamin and Gralnick offer post mortems on just-concluded campaign and elections. **PAGE 32.** RTNDA asks outsiders for criticism of ways broadcast journalists operate, and gets it. **PAGE 32.** CNN's Schorr examines public distrust of press. **PAGE 33.**

FALTERS AT FINISH LINE ☐ Amended version of Swift crossownership bill doesn't make it to Senate floor. **PAGE 33.**

MORE BIRDS UPSTAIRS ☐ FCC authorizes 20 new domestic satellites that could more than double number of present transponders. **PAGE 34.**

SPECIAL REPORT

CABLE HEADS FOR CALIFORNIA ☐ More than 5,000 are expected for this week's Western Cable Show in Anaheim. It will be held coincident with CTAM and NCTA meetings and is being preceded by telecommunications conference at USC in Los Angeles. **PAGE 39.** Agenda for week starts on **PAGE 40.** Listing of exhibitors in Anaheim commences on **PAGE 44.**

MEDIA

CABLE WHERE THE 5:15 GOES ☐ Between big cities and rural regions, there are lands of cable opportunity. Chicago's suburbs are one example. **PAGE 56.**

MINORITY OWNERSHIP ☐ NBMC's study offers logistics it says are needed to achieve parity in broadcast ranks. **PAGE 62.**

LAW & REGULATION

NOT SET IN STONE ☐ Court overrules FCC in comparative hearing case, saying commission's desire to promote diversification of ownership cannot automatically rule for outsider and against local broadcaster. **PAGE 66.**

PROGRAMING

BUCK PASSING NO SIN ☐ L.A. district attorney will not prosecute case in which ABC funds for *Charlie's Angels* were diverted to *Starsky and Hutch*. He says network and Spelling-Goldberg erred only in "shoddy business practices." **PAGE 69.**

GOING HOLLYWOOD ☐ Time-Life TV will head for West Coast and shift emphasis from distribution to production. **PAGE 72.**

TECHNOLOGY

LOW-POWER ATTRACTS TWO ☐ Graphic Scanning Corp., radio paging and MDS operator, files in "at least" top-100 markets. Tulsa-based Satellite Syndicated Services asks for eight translators, plans 25 other bids. **PAGE 76.**

JOURNALISM

C'MON IN ☐ New York Court of Appeals approves rule to allow television and radio coverage of its proceedings for one-year experiment. **PAGE 79.**

1939

THE 'BROADCASTING' YEARS ☐ The NAB created a code of self-regulation, partly because of the war, partly to ease FCC pressures. Broadcast Music Inc. became radio's answer to ASCAP's music demands. The chain monopoly probe and the Havana treaty on allocations were among the other headlines of 1939. **PAGE 87.**

PROFILE

HAVE EXPERTISE, WILL TRAVEL ☐ Harold Horn is in the forefront of cable franchising. As president of Cable Television Information Center, he serves as consultant—and sometimes conscience—for cities striving to establish CATV systems. **PAGE 113.**

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Wynn Nathan, vice president, special market sales; Norman Zeller, vice president, domestic sales; David Meister, vice president, programing; Haidee Granger, vice president and general manager, public television. Of the regional sales managers, only Dennis Emerson (Southwestern) is staying. Harvey Chertok, vice president, advertising, promotion and publicity, is understood to be either moving to the West Coast or switching divisions in New York.

Among those leaving the organization will be Tom Girocco, senior vice president, television distribution. His departure, according to a high-level Time-Life executive, was coming before last week's shakeup; Girocco was said to have informed his management that he would be leaving to work in radio in the Midwest.

Others said to be departing from Time Life ranks, either immediately or when contracts expire, include Stephen Elsky, manager, television operations for syndication and public television, and Sarah Frank, director, public television sales.

With Emerson said to be the only regional sales survivor, managers understood to be out are Jack Garrison (Midwestern), Thomas Todd, (Southern), Chips Barrabee (Eastern) and Jack Donahue (Western).

For Time-Life television staff already on the West Coast, no changes were expected.

It's official: Daly is chairman of Warner Bros.

Former head of CBS Entertainment will succeed retiring Ashley; Grant takes over at CBS

Warner Communications Inc. last week made official what already has been accepted as a fait accompli—that Robert A. Daly had resigned the presidency of CBS Entertainment to run Warner Bros. (BROADCASTING, Nov. 24).

WCI named Daly board chairman of Warner Bros. effective Jan. 1, succeeding Ted Ashley, who is retiring. Daly also will serve as co-chief executive officer with Frank Wells, Warner Bros. president.

At CBS Entertainment, B. Donald Grant, former vice president, programs, has stepped up to the presidency.

With the announcement, Daly said that "I have for some time found myself increasingly eager to become deeply involved in the management of a major motion picture company. When Ted Ashley confided in me his desire to leave his position as chairman, it presented me with the opportunity I desired."

In addition to the Daly appointment, WCI also named Terry Semel, executive vice president at Warner Bros., to the post of vice chairman, succeeding John Galley, who resigned. Semel continues as chief operating officer as well. Robert Shapiro, executive vice president in charge of worldwide distribution, was named president of Warner Bros.' theatrical production division.

Both outgoing executives, Ashley and Calley, will continue to work with Warner Bros. as consultants.

Ratings Roundup

Score another prime-time victory for CBS-TV and make it four in a row.

For the week ended Nov. 30, CBS continued its winning ways, with an average 19.7 rating/32 share to ABC-TV's 18.8/30 and NBC-TV's 16.4/26.

Even with the "who shot J.R." mystery over, CBS's *Dallas* continued as the week's biggest draw, scoring a Texas-sized 34.0/56. CBS won seven of the top-10 positions and 11 of the top 20.

Of the week's premieres, ABC's *Bosom Buddies* earned a solid 17.4/32 and the returning *Charlie's Angels* (in a three-hour special) also fared well with a 22.2/33. Considerably less auspicious was the debut of *Breaking Away* which gave the same network only a 14.8/24.

NBC may not have had much to rave about ratingwise during the week but one bright spot came with the premiere of *Barbara Mandrell* in its regular Saturday time slot. Against *Breaking Away* and CBS's *WKRP in Cincinnati* and *Tim Conway Show*, Mandrell scored a 19.0/31—said to be the second-highest premiere rating for a new show this season, next to ABC's *Too Close for Comfort* with a 19.1/28.

The First 20

Rank	Program	Network	Rating/ Share
1	*Dallas*	CBS	34.0/56
2	*60 Minutes*	CBS	28.5/43
3	*Dukes of Hazzard*	CBS	25.4/42
4	*Love Boat*	ABC	24.9/42
5	*M*A*S*H*	CBS	24.6/35
6	*Trapper John M.D.*	CBS	23.6/38
7	*Jeffersons*	CBS	22.9/33
8	*Charlie's Angeles* (premiere)	ABC	22.2/33
9	*That's Incredible*	ABC	22.2/33
10	*Alice*	CBS	22.1/31
11	*Three's Company*	ABC	22.0/33
12	*House Calls*	CBS	21.8/31
13	*Children of Divorce* (movie)	NBC	21.5/32
14	*Archie Bunker's Place*	CBS	21.4/32
15	*One Day at a Time*	CBS	21.2/30
16	*Fantasy Island*	ABC	20.7/37
	Hart to Hart	ABC	20.7/33
18	*Little House on the Prairie*	NBC	20.6/29
19	*Real People*	NBC	20.2/33
20	*Little Lord Fauntleroy* (special)	CBS	20.2/31

The Final Five

60	*Good Ol' Days* (movie)	NBC	13.2/22
61	*Secret War of Jackie's Girls* (movie)	NBC	13.1/23
62	*Linda in Wonderland* (special)	CBS	12.2/22
63	*NBC Reports: American Fashion*	NBC	10.8/18
64	*NBC Magazine*	NBC	7.9/13

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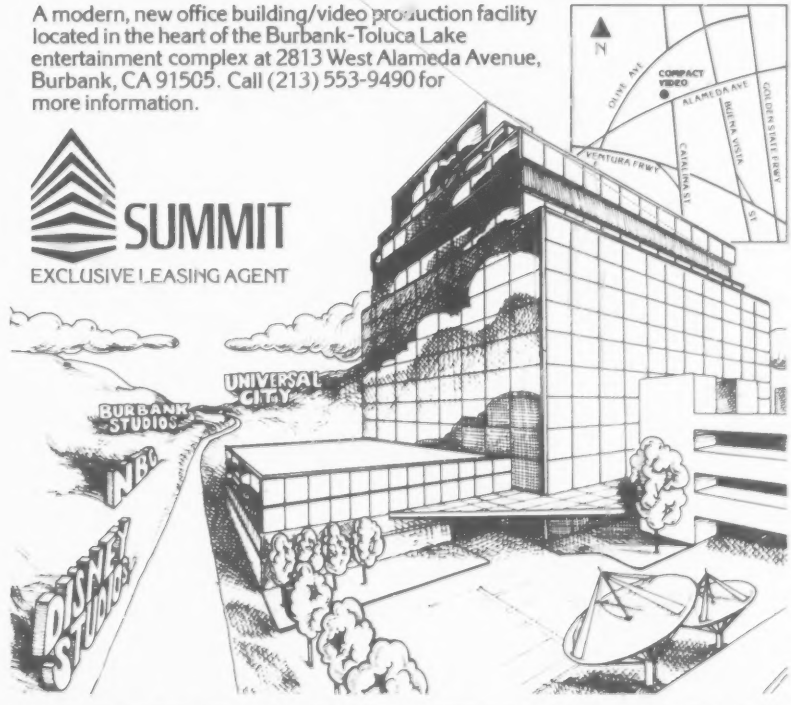

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For the Record

As compiled by BROADCASTING, Nov. 24 through Nov. 28 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Pueblo West, Colo.—Public Broadcasting Co. of Pueblo West Inc. seeks 650 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 502 Pueblo 81002. Estimated construction cost: $204,718; first-quarter operating cost: $39,000. Format: MOR. Principals: William J. Engler, president, and nine others. Applicant is nonprofit corporation established to set up radio facility for training women and minority broadcasters. Ann. Nov. 21.

■ Chicago-Maywood, Ill.—Midway Broadcasting Corp. seeks 1200 khz, 5 kw-D, 2.5 kw-N. Address: 3350 S. Kedzie Ave., Chicago 60623. Estimated construction cost: $165,625; first-quarter operating cost: $187,200; revenue: $700,000. Format: Blues/contemporary. Principals: Wesley W. South and Pervis Spann (40.61% each) and eight others. Midway is minority controlled shared-time licensee (96.5 hours per week) of WXOL(AM) Cicero, Ill. (other group operating on WXOL is Migala Enterprises Inc. which serves Eastern European ethnic communities in Chicago area). Ann. Nov. 21.

■ South Glen Falls, N.Y.—Premier Broadcasting Corp. seeks 1230 khz, 1 kw-D, 250 w-N. Address: 15 Charles St., Glen Falls 12801. Estimated construction cost: $63,000; first-quarter operating cost: $29,000. Format: MOR. Principal: Carlton R. Reis, Robert G. Jennings and Lewis Roth (one-third each). Reis is South Glen Falls broadcast engineer. Jennings is Hudson Falls, N.Y., radio program producer. Roth is Glen Falls attorney. They have no other broadcast interests. Ann. Nov. 21.

FM applications

■ San Mateo, Calif.—Afro-American Communications seeks 107.7 mhz, 6.17 kw, HAAT: 1162 ft. Address: 1155C Chess Drive, Ste. A, Foster City, Calif. 94404. Estimated construction cost: $225,000; first-quarter operating cost: $75,000; revenue: $600,000. Format: Black. Principal: Stanley P. Herbert, Del Green and Frederick E. Jordan (one-third each). Herbert is general counsel of Port of Oakland (Calif.). Green is Foster City management consultant. Jordan is San Francisco civil engineer. They have no other broadcast interests. Ann. Nov. 21.

■ Ft. Myers, Fla.—Univ. of South Florida seeks 90.1 mhz, 100 kw, HAAT: 869 ft. Address: 4202 Fowler Ave., SVC 116, Tampa, Fla. 33620. Estimated construction cost: $202,500; first-year operating cost: $33,800. Format: Cultural/educational. Principal: State educational institution. It is licensee of WUSF-FM-TV. Ann. Nov. 21.

■ Haynesville, La.—Ladybug Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 275 ft. Address: Rt. 1, Box 224-D, Haynesville 71038. Estimated construction cost: $4,000; first-quarter operating cost: $900; revenue: $36,000. Format: Beautiful. Principals: Joseph P. Robillard (100%), who has 49% interest in permittee for new FM at Stamps, Ark. Ann. Nov. 21.

■ Biloxi, Miss.—Mississippi Authority for Educational Television seeks 90.3 mhz, 100 kw, HAAT: 1414 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: $227,000; first-year operating cost: $50,775. Format: Cultural/educational. Principal: Official state educational television-radio agency. F.L. Morris is executive director. It is licensee of *WMAA-TV Jackson; *WMAB-TV Mississippi State; *WMAE-TV Booneville; *WMAH-TV Biloxi; *WMAO-TV Greenwood; *WMAU-TV Bude; *WMAV-TV Oxford, and *WMAW-TV Meridian, all Mississippi. It is applicant for new *FM's at Greenwood, Jackson, Booneville, Bude, Meridian and Mississippi State (see below). Ann. Nov. 21.

■ Booneville, Miss.—Mississippi Authority for Educational Television seeks 89.5 mhz, 85 kw, HAAT: 657 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: $169,800; first-year operating cost: $50,767. Format: Cultural/educational. Principal: (see Biloxi, Miss., above.)

■ Bude, Miss.—Mississippi Authority for Educational Television seeks 88.9 mhz, 100 kw, HAAT: 958 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: $200,000; first-year operating cost: $50,770. Format: Cultural/educational. Principal: (see Biloxi, Miss., above.)

■ Greenwood, Miss.—Mississippi Authority for Educational Television seeks 90.9 mhz, 100 kw, HAAT: 882 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: $200,000; first-year operating cost: $50,768. Format: Cultural/educational. Principal: (see Biloxi, Miss., above.)

■ Commerce, Tex.—Commerce Broadcasting Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 9304 Raeford Dr., Dallas 75243. Estimated construction cost: $85,000; first-quarter operating cost: $17,000; revenue: $35,000. Format: Adult contemporary. Principals: Charles A. Cervantes and wife, Karen, and Chester A. Maxwell (24% each), Carolyn K. Maxwell (23%) and Kendall A. Minter (5%). Charles Cervantes is associated with Dallas insurance company. Karen is associated with Dallas firm that manufactures electronic components. Chester Maxwell is vice president and general manager of KBOX(AM)-KMEZ(FM) Dallas. Carolyn is housewife. Minter is New York attorney. They have no other broadcast interests. Ann. Nov. 21.

■ Mission, Tex.—Citrus Communications Corp. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 1521 Xanthisma, McAllen, Tex. 78501. Estimated construction cost: $97,000; first-quarter operating cost: $25,000. Format: MOR. Principals: Ronald Whitlock, wife, Anna, and Morgan Talbot and wife, Jane (25% each). Whitlock is executive vice president, general manager and 25% owner of KITE-FM Portland, Tex. Anna is housewife. Talbot is McAllen attorney. Jane is housewife. Ann. Nov. 21.

TV application

■ Anchorage, Alaska—Totem Broadcasting Corp. seeks ch. 4; ERP: 42.5 kw vis., 8.5 kw aur., HAAT: −17 ft.; ant. height above ground: 411 ft. Address: 510 L St., Suite 700, Anchorage 99501. Estimated construction cost: $1.5 million; first-quarter operating cost: $254,000; revenue: $500,000. Legal counsel: Kirkland & Ellis, Washington; consulting engineer: Raymond E. Rohrer, Silver Spring, Md. Principals: Oscar Kawagley (chairman and president) and 15 others. Kawagley is president of Calista Corp., Anchorage firm with interests in oil exploration, commercial fishing and geophysical consulting services. Action Nov. 21.

AM action

■ Arlington, Tenn.—Dr. George Flinn Jr. granted CP for new daytime AM on 1220 khz, power 1 kw. (BP-780727AJ). Action Nov. 17.

FM licenses

■ *WISU(FM) Terre Haute, Ind.

■ KHUT(FM) Hutchinson, Kan.

■ KWKS(FM) Winfield, Kan.

Ownership Changes

Applications

■ WKYD-AM-FM Andalusia, Ala. (AM: 920 khz, 5 kw-D, 500 w-N; FM: 98.1 mhz, 100 kw)—Seeks transfer of control of Triple H Broadcasting Inc. from William Hoisington (33-1/3% before; none after) to Knowlton L. Hollis and Charles G. Tomberlin (66-2/3% before; 100% after). Consideration: $35,000. Hoisington has no other broadcast interests. Buyer: Hollis is Georgiana, Ala., physician. Tomberlin is Andalusia physician. They each own one-third of WKYD-AM-FM. Filed Nov. 20.

■ WACX(AM) Austell, Ga. (AM: 1600 khz, 1 kw-D)—Seeks assignment of license from South Cobb

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CPs on air	Total on air	CPs not on air	Total authorized**
Commercial AM	4567	3	2	4572	118	4690
Commercial FM	3262	2	1	3265	141	3406
Educational FM	1082	-	2	1084	74	1158
Total Radio	8911	5	5	8921	333	9254
Commercial TV						
VHF	517	1	0	518	9	527
UHF	231					
Educational TV			231	90	321	
VHF						
UHF	100	1	4	105	7	112
Total TV	155	2	5	162	15	177
FM Translators	1003	4	9	1076	121	1137
TV Translators	339			339	184	523
UHF						
VHF	2567			2567	259	2826

*Special temporary authorization. **Includes off-air licenses.

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